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for pay cable □ Post-NAB special on technology

Broadcasting Apr 28

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

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The Week in Brief

TOP OF THE WEEK

COX-GE COMING UNGLUED ☐ Cox says it wants out of the $480-million merger, that all the conditions appear impossible to satisfy. GE contends Cox sought "inordinate" increase in selling price. **PAGE 21.**

GIANT JOLTS PAY CABLE ☐ Getty Oil and four major Hollywood studios plan a joint satellite venture to deliver movies. The shock waves prompt current pay-cable leaders to assert antitrust violations. **PAGE 22.**

WINNER: CBS-TV ☐ The network becomes the prime-time champ for the season, edging ABC-TV by one-tenth of a point. **PAGE 24.**

PENNSYLVANIA POLKA ☐ Carter and Kennedy continue their orchestrated steps in that state's primary with sidekicks at each other. Bush bets a budget there and becomes more issue-oriented. **PAGE 26.**

SPECIAL REPORT

NAB'S EQUIPMENT MARKETPLACE ☐ A total of 408 exhibitors gave this year's Las Vegas show the biggest numbers ever. No major attractions monopolized the buyers' attentions, but the refinements in current hardware were most noteworthy. **PAGE 28.**

WHICH WAY FOR TECHNOLOGY? ☐ Six experts in broadcast engineering review the state of their art as an aftermath to the NAB convention. They discuss where technology stands, where it will be, how its development could be better expedited. **PAGE 34.**

LAW & REGULATION

COURTROOM ACCESS CHALLENGE ☐ The Supreme Court agrees to review a case in Florida in which it is claimed cameras violated rights of the defendants. **PAGE 52.**

RENEWAL CRITERIA ☐ The Swift bill to keep the FCC from considering crossownership factors at relicensing time is supported in part by broadcasters, opposed by public interest groups. **PAGE 53.**

COMSAT RESTRUCTURE ☐ The FCC proposes a split operation to increase telecommunications competition among international common carriers. **PAGE 54.**

BLAMING THE LAWYER ☐ The loser in a bid to supplant WFAA-TV Dallas bases its appeal on its former attorney's "misrepresentation." **PAGE 56.**

MEDIA

PBS'S MONEY PLAN ☐ Member stations will get a rundown in June on Grossman's strategy to generate more revenues from other sources. **PAGE 58.**

BREAKTHROUGH IN DELAWARE ☐ An FCC judge's grant of a channel-38 application for Seaford gives the state its first commercial TV station. **PAGE 59.**

STRIKING BACK ☐ Optical Systems, disenfranchised as a pay supplier in Flint, Mich., charges the cable system there and HBO conspired against it. **PAGE 59.**

BUSINESS

BIG SPENDERS ☐ TVB lists the top-100 television advertisers in 1979. P&G's $463 million keeps it at the top. The total for all network and spot buying exceeds $7.5 billion. **PAGE 62.**

DIP AT ABC ☐ First-quarter profits are 4.7% under its income in last year's comparable period. Growing program costs are cited. **PAGE 62.**

JOURNALISM

TALLAHASSEE TIFF ☐ The Florida public network, which runs the system in the state legislature, slams the door on commercial broadcasters seeking TV access. **PAGE 64.**

PROGRAMING

BOXSCORE FROM CANNES ☐ Upwards of 3,000 attend MIP with as much as $50 million spent for TV programing. **PAGE 65.** The foreign buyers are not excited about U.S. offerings. **PAGE 70.**

PROFILE

THE MUELLER METHOD ☐ When Storer Broadcasting committed itself fully to the race for cable television franchises, it handed the baton to Arno Mueller. As president of the Cable Division, he has maintained a steady pace that has kept Storer in the front of the field. **PAGE 97.**

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TV ad spending up 13% in 1979

Procter & Gamble again heads annual TVB list of top 100 spenders with $463 million

Television advertising had a banner year in 1979 on the network, national spot and local levels, according to the Television Bureau of Advertising.

Based on computations prepared by Broadcast Advertisers Reports, TVB said that all television advertisers in 1979 (network and spot) spent $7,578,651,100, up 13.1% from $6,698,014,000 in 1978. Similarly, in 1979 local retail television grew by about 12% to $2,132,425,000 from $1,864,196,000 in 1978.

Television's top-100 list included five newcomers in 1979: Ciba-Geigy Corp., $25,021,500; Levi Strauss & Co., $22,969,000; Columbia Pictures Industries, $21,079,800; Century 21 Inc., $18,603,400 and 20th Century-Fox Films Corp., $18,342,700.

Procter & Gamble continued in its roles as TV's largest advertiser in 1979, alloting $463,370,000 in network and spot TV, up 10% over 1978. Other leading advertisers included General Foods, $296,694,100, up 20%; American Home Products, $165,053,200, up 10%; General Mills, $156,847,200, up 16%, and General Motors, $147,218,400, up 11%.

ABC net down in first quarter

Program development, Iran coverage and late-night news all contribute to earnings drop

ABC, which earlier announced that profits would be off for 1980, last week said its first-quarter earnings showed a 4.7% downturn from the year-earlier quarter's net income of $25.5 million, dropping to $24.3 million. Earnings per share fell from 91 cents to 86 cents for the comparable three-month periods.

The blame was laid on "increased program costs, development of our late-night

What it all added up to in 1979

	Total	Spot	Network
1. Procter & Gamble	$463,370,000	$173,760,200	$289,609,800
2. General Foods	296,694,100	93,456,300	203,237,800
3. American Home Products	165,053,200	42,464,800	122,588,400
4. General Mills	156,847,200	71,199,000	85,648,200
5. General Motors	147,218,400	29,904,700	117,313,700
6. Bristol Myers	140,621,800	23,647,400	116,974,400
7. McDonald	137,790,600	75,334,300	62,456,300
8. PepsiCo	130,179,700	57,877,000	72,302,700
9. Ford Motor	127,935,700	30,919,700	97,016,000
10. Lever Brothers	112,112,000	40,402,900	71,709,100
11. Coca Cola	105,181,900	46,699,600	58,482,300
12. Philip Morris	103,212,800	16,767,400	86,445,400
13. AT&T	97,828,600	42,945,200	54,883,400
14. Pillsbury	93,004,100	39,607,700	53,396,400
15. Ralston Purina	88,785,800	19,722,900	69,062,900
16. Johnson & Johnson	88,616,500	4,880,400	83,736,100
17. Warner-Lambert	83,726,900	20,034,000	63,692,900
18. Chrysler	83,612,500	14,022,700	69,589,800
19. Sears, Roebuck	83,008,800	17,052,900	65,955,900
20. Colgate Palmolive	81,350,800	28,352,100	52,998,700
21. Anheuser-Busch	78,816,200	15,772,100	63,044,100
22. Kellogg	77,223,200	21,680,100	55,543,100
23. Nestle	69,368,300	27,924,900	41,443,400
24. Sterling Drug	69,037,400	5,706,500	63,330,900
25. Gillette	68,895,500	16,222,500	52,673,000
26. Kraftco	64,301,700	28,087,500	36,214,200
27. Nabisco	63,789,500	13,832,500	49,957,000
28. Heublein	55,808,700	20,782,800	35,025,900
29. Esmark	54,827,800	14,438,700	40,389,100
30. Consolidated Foods	53,803,400	18,116,800	35,686,600
31. Mars	51,224,400	24,666,800	26,557,600
32. Wrigley	50,872,300	26,069,900	24,802,400
33. Richardson Merrell	50,857,800	11,682,200	39,175,600
34. Quaker Oats	48,927,400	12,911,300	36,016,100
35. ITT	47,211,600	31,360,200	15,851,400
36. Schlitz	46,720,000	15,291,100	31,428,900
37. Toyota	46,629,100	25,539,100	21,090,000
38. Revlon	46,086,800	19,293,100	26,793,700
39. Time	43,602,500	38,389,800	5,212,700
40. Mobil	42,598,400	36,887,200	5,711,200
41. Clorox	42,284,900	2,706,100	39,578,800
42. Schering-Plough	42,182,700	8,291,100	33,891,400
43. Beecham Group	40,910,500	6,361,300	34,549,200
44. Cheesbrough Ponds	39,736,400	7,251,100	32,485,300
45. Norton Simon	39,658,900	18,166,900	21,492,000
46. Gulf & Western	38,524,000	20,463,300	18,060,700
47. J. C. Penney	38,292,900	16,927,400	21,365,500
48. Miles Labs	38,264,600	5,159,400	33,105,200
49. Eastman Kodak	37,479,400	3,413,500	34,065,900
50. Morton-Norwich	36,699,400	7,677,300	29,022,100
51. H.J. Heinz	35,130,500	9,607,100	25,523,400
52. General Electric	35,027,000	10,164,400	24,862,600
53. CPC International	34,809,600	15,528,200	19,281,400
54. American Motors	34,508,000	17,265,100	17,242,900
55. American Cyanamid	33,599,500	10,994,800	22,604,700
56. Nissan Motor	32,934,200	12,243,300	20,690,900
67. Mattel	32,360,300	19,728,700	12,631,600
58. Polaroid	29,992,700	2,901,800	27,090,900
59. Campbell Soup	29,943,000	8,854,300	21,088,700
60. Volkswagen	29,877,200	9,380,600	20,496,600
61. A. H. Robins	29,768,700	29,321,000	447,700
62. American Express	28,866,800	10,191,700	18,675,100
63. Noxell	28,788,900	4,095,700	24,693,200
64. RCA	28,240,600	6,365,400	21,875,200
65. Warner Communications	27,946,800	13,062,700	14,884,100
66. Squibb	27,605,100	8,142,500	19,462,600
67. Milton Bradley	25,827,200	25,052,100	775,100
68. Greyhound	25,726,300	5,494,000	20,232,300
*69. Ciba-Geigy	25,021,500	3,118,600	21,902,900
70. Transamerica	24,491,100	8,471,000	16,020,100
71. Union Carbide	24,446,200	2,043,000	22,403,200
72. Kresge	24,369,300	16,281,600	8,087,700
73. Royal Crown Cola	24,278,900	19,132,900	5,146,000
74. Scott Paper	24,262,800	16,474,200	7,788,600
75. North American Philips	23,772,800	8,980,600	14,792,200
76. Hershey Foods	23,731,200	10,508,700	13,222,500
*77. Levi Strauss	22,969,900	5,628,100	17,341,800
78. S.C. Johnson	22,655,200	4,164,300	18,490,900
79. R. J. Reynolds	22,276,600	6,923,600	15,352,700
80. Alberto Culver	21,152,200	11,237,100	9,915,100
*81. Columbia Pictures	21,079,800	9,652,700	11,427,100
82. Toyo Kogyo	20,776,900	5,794,100	14,982,800
83. Goodyear Tire & Rubber	20,412,600	2,471,100	17,941,500
84. MCA	20,239,800	13,387,200	6,852,600
85. Smithkline	20,238,800	3,881,800	16,357,000
86. Beatrice Foods	20,064,000	14,488,000	5,576,000
87. Wendy's	19,700,400	10,834,200	8,866,200
88. Seagrams	19,653,300	5,320,500	14,332,800
89. Carnation	19,488,600	4,529,200	14,959,400
90. Block Drug	18,649,600	4,996,400	13,653,200
91. Borden	18,641,300	7,677,600	10,963,700
92. IBM	18,628,400	901,500	17,726,900
*93. Century 21	18,603,400	15,389,200	3,214,200
94. Federated Department Stores	18,600,600	18,600,600	–
95. duPont	18,498,400	2,735,900	15,762,500
96. Pabst	18,347,700	10,382,200	7,965,500
*97. 20th Century Fox	18,342,700	5,956,000	12,386,700
98. CBS	18,205,000	12,870,100	5,334,900
99. Safeway Stores	17,853,900	17,853,900	–
100. Triangle Publications	17,465,700	17,465,700	–
Total	5,528,658,100	1,926,669,200	3,601,988,900

*New to the Top 100 in 1979

■ Hawkeye Cablesystems Inc. for Ankeny, Clive and Des Moines, all Iowa (IA0035, 9, 6) add signal.

■ Valley Cable TV for Wilmot and Rosholt, both South Dakota (SD0048, 9) new system.

■ Omegavision Inc. for Newland, N.C. (NC0225) new system.

■ Apache Cable Television Inc. for Apache, Okla. (OK0192) new system.

■ Jefferson County Cable Vision for New Market, Strawberry Plains, Piedmont, Talbott and West Hamblin, all Tennessee (TN0168-72) new system.

■ Hatfield Cable TV Service Inc. for Hatfield, Ark. (AR0185) new system.

■ Northern Indiana CATV Associates et al for Highland, Ind. (IN0221) new system.

■ Southland Communications of Palmetto Inc. for North Manatee and Putnam, both Florida (FL0484, 3) new system.

■ Green Country Cable of Glenpool for Glenpool, Sapulpa and Jenks, all Oklahoma (OK0193-5) new system.

■ GRB Communications Inc. for Corinth, Hickory Creek and Lake Dallas, all Texas (TX0608-10) new system.

■ Castlerock Cablevision for Necedah, Wis. (WI0217) new system.

■ Universal Video Communications for Springhill, La. (LA0180) new system.

■ Orange County Cable Communications Co. for Aegean Hills, San Juan Capistrano, San Clemente, Capistrano Beach, Camp Pendleton and Tustin, all California (CA0192, 367, 193, 652, 56, 194) add signal.

■ TM Cablevision of Riverside County Corp. for Murrieta, Hot Spring and Sunnymead, both California (CA0583, 182) add signal.

■ Central Iowa Cablevision Associates et al for Newton and Indianola, both Iowa (IA0105, 036) new system.

■ Centex Cablevision Corp. for Munday, Tex. (TX0036) add signal.

■ Springfield TV Cable System for Springfield, Colo. (CO0016) add signal.

■ Evergreen Special CATV Fund for Evergreen and Kittredge, both Colorado (CO0023, 6) add signal.

■ Jones Intercable Cable TV Fund for Lusk, Wyo. (WY0092) add signal.

■ Hawkeye Cablevision Inc. for Urbandale, West Des Moines and Windsor Heights, all Iowa (IA0032, 41, 37) add signal.

■ Central Iowa Cablevision Associates et al for Ames, Iowa (IA0080) add signal.

■ Jones Intercable Cable TV Fund for Wheatland, Wyo. (WY0026) add signal.

■ Centennial Communications Corp. for Hartford City and Fairmount, both Indiana (IN0026, 207) add signal.

■ United Utilities Inc.—Pilot Station, Alaska (4.5 m; E2049).

■ United Utilities Inc.—Kotlik, Alaska (4.5 m; E2050).

■ Warner Amex Cable Communications Inc.—Lancaster, N.H. (5 m; S-A; E2051).

■ Southwest Cablevision Inc.—Hondo, Tex. (4.6 m; S-A; E2052).

■ United Utilities, Inc.—Gambell, Alaska (4.5 m; E2053).

■ United Utilities Inc.—Kipnuk, Alaska (4.5 m; E2054).

■ United Utilities Inc.—Toksook Bay, Alaska (4.5 m; E2055).

■ United Utilities Inc.—Mountain Village, Alaska (4.5 m; E2056).

■ United Utilities Inc.—Tanunak, Alaska (4.5 m; E2057).

■ Metrovision, Inc.—Redford Township, Mich. (5 m; S-A; E2058).

■ Coppell Cablevision Inc.—Coppell, Tex. (5 m; Ft. Worth Tower; E2059).

■ Microdyne Corp.—Ocala, Fla. (5 m; AFC; E2060).

■ Valley TV Cable Co.—Athens Township, Pa. (6.1 m; Harris; E2061).

Call Letters

Applications

Call	Sought by
	New FM's
KOZN	Richard E. Green, Imperial, Calif.
*WBSU	State Univ. of New York, Brockport, N.Y.
*KTBT	Tafoya Broadcasting Co., Taylor, Tex.
*KYSC	Yakima School Dist. No. 7, Yakima, Wash.
	New TV
WFLX	Mainte of Florida Inc., West Palm Beach, Fla.
	Existing AM's
WGAM	WTRS Dunellon, Fla.
WWPZ	WMBN Petoskey, Mich.
WFTH	WMBL Morehead City, N.C.
	Existing FM's
*WDCU	WGTB-FM Wash., D.C.
WOSE	WRWR-FM Port Clinton, La.
WJWJ-FM	WERV Beaufort, S.C.
WKOS	WMTS-FM Murfreesboro, Tenn.

Grants

Call	Assigned to
	New AM's
KNMX	San Miguel Broadcasting Co., Las Vegas, N.M.
WBDY	Bluefield Broadcasting Co., Bluefield, Va.
	New FM's
*WECS	Eastern Conn. St. College, Willimantic, Conn.
WESE	Superior Broadcasting Co., Baldwin, Miss.
KKEE	Richard Sweetland, Alamagordo, N.M.
	New TV
WTJC	Miami Valley Christian Broadcasting, Springfield, Ohio
	Existing AM's
WCSP	WPGR Port Gibson, Miss.
WJBT	WWBK Brockport, N.Y.
KKCC	KWOE Clinton, Okla.
WBCI	WMBC Williamsburg, Va.
	Existing FM's
WEWZ	WSDO Ft. Lauderdale, Fla.
KTZA	KSVP-FM Artesia, Fla.
KKCC-FM	KWOE-FM Clinton, Okla.
WLFE	WWSR-FM St. Albans, Vt.
WBCI-FM	WBCI Williamsburg, Va.
	Existing TV's
WFSB	WFSB-TV Hartford, Conn.
WRBL	WRBL-TV Columbus, Ga.
WCLQ-TV	WEEG Cleveland, Ohio
WCGV-TV	WCGV Milwaukee, Wis.

Other

■ FCC has proposed inquiry and rulemaking looking toward issuing policy statement that would streamline and update procedures by which FM chs. are assigned. Comment and reply dates will be announced as soon as they are available. (BC Doc. 80-139; FCC 80-168). Ann. Apr. 17.

■ FCC has proposed mod. of FM rules to increase significantly availability of commercial FM broadcast assignments. Comments June 13, replies Aug. 13. (BC Doc. 80-90; FCC 80-108). Ann. Apr. 1.

■ FCC has proposed to add six new UHF television assignments to N.J. in effort to provide state with opportunity to acquire additional television service. Comments May 8, replies June 9. (BC Doc. 79-269; FCC 79-667). Ann. Apr. 17.

■ FCC sent copies of 1979 edition of "Major Matters Before the Commission" to Congress. Publication was prepared by Management and Analysis Branch, Planning and Analysis Division Office of Executive Director. It contains detailed discussions of 112 major matters in progress before FCC as of January 1, 1980. Limited supply of copies of "Major Matters Before the Commission" is available from FCC Office of Public Affairs, Room 207, 1919 M Street, NW. Copies will be available in about one week for $5.50 from Superintendent of Documents, U.S. Government Printing Office, Wash. D.C. 20402. Stock number is 004-000-00374-8. Action Apr. 15.

Satellites

■ There are a total of 3,893 satellite earth stations. Transmit-receive earth stations total 340, with 140 pending applications and 200 operational. Receive-only earth stations total 3,553 with 1,293 pending applications and 2,260 operational.

Earth station applications

■ American Satellite Corp.—Carlstadt, N.J. (10 m; E2066).

■ American Satellite Corp.—Chicago (10 m; E2067).

■ Jenkins Television Co.—Jenkins, Ky. (5 m; Comtech; E2047).

■ Mid-Coast Cable Television Inc.—Sweeny, Tex. (6 m; Harris; E2046).

■ Beaver Cable TV Systems—Beaver, Okla. (5 m; Weather Scan; E2039).

■ United Utilities Inc.—Savoonga, Alaska (4.5 m; E2048).

Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air licenses